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FOREIGN PLANT QUARANTINES

MAR 21 1925

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GLADIOLI

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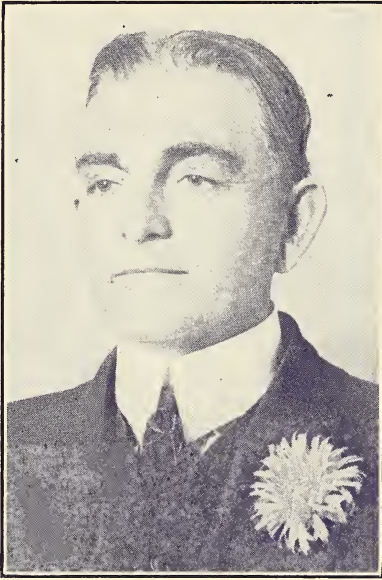
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JUL 6 1931

U.S. Department of Agriculture



Partial View of one of the Fields in Mid-season, on the Rockland Heights Bulb Farms, Hillsdale, Michigan.



Mr. Erwin D. Cary

*Proprietors
Rockland Heights
Bulb Farms*

Hillsdale, - Michigan

*The
Home of
True-to-name
and
Up-to-size
Gladioli*



Mrs. Erwin D. Cary

To the "Glad".



In the morning bright and clear,
 As the sun's rays cast a gleam;
 Across the verdured valley
 To the cottage by the stream.
 Here the song bird in his gladness
 Announces the morning hours,
 Awakening from our slumbers
 To behold the land of flowers.
 First the Tulip comes to greet you
 From beneath the winter's coat,
 With its hues and many colors
 With rich markings in its throat
 Then the Peony, the Iris,
 And the Roses come so soon,
 But oh, what joy and splendor,
 When the Glads are all in bloom.
 First it's War—and then it's Peace
 With their coats of red and white,
 Then the Salmon Coat of Halley,
 And a row of June Delight.
 Also Baron Hulot with his Coat of Purple Hue
 Cast a smile at pretty Flora—
 They are looking straight at you.
 There are Pinks with pretty markings
 And some that are so clear,
 While the Prince of Wales is bowing
 To Tip Lady, Alice Dear.
 In her coat of pretty orange,
 She becomes a stately queen
 But she's not so tall as Pendleton,
 The finest you have seen.
 Then there's Panama and Foch,
 Mrs. Bothin, Symmes, and Chris,
 Buy some Glads and live in splendor,
 It's a life of perfect bliss.

By Mrs. Cary.

Our Catalog and Price List

Fall of 1923 — Spring of 1924

DESCRIBING THE GIANT GLADIOLUS

we raise and offer for sale and many important hints covering the culture of these most beautiful flowers.



In Presenting You

with this booklet we do so that we may not only get acquainted and keep acquainted but be flower-loving friends, dealing at all times fairly and exchanging experiences with the culture of the Gladioli.

We do not put all our efforts forward to court new business but put forth every effort to keep friends of the past as well and assist a flower-loving public in getting the best results by way of varieties that are on good behavior, not only carrying the admirable shades and tints, but as well having strong tall spikes, and those kinds that bloom, and many open at one time; touching on when and where to plant, the kind of soils, their treatment, cultivation, how to cut bloom, when to dig bulbs, how to store them for winter, and how to germinate cornels, so called bulblets, and such other advice as our experience has taught us concerning the world's most beautiful and sought-for flower of today.

We find a fascination in growing these flowers of unrivaled beauty, the sword-like foliage, clothed in their radiant tints, of wide variety of shades and colors, the ease of culture, lasting quality when cut—all combine to make the Gladiolus the master-piece of flowerdom.

In the following we give a partial description of the various kinds of Gladiolus Bulbs of merit, their picturesque appearance with princely colorings and markings of design offered by us, together with prices per each, dozen, and one hundred rate, the hundred rate always being six times the dozen price.

LIST OF OUR LEADING GLADIOLI

ANNA EBERIUS—Comes from California; dark velvety purple throat, deeper shade, creates a sensation everywhere. Ladies scream when they behold it. Vary large. **25c each. \$2.00 doz.**

ALICE TIPLADY—A very attractive orange saffron, clear, bold waxen-like bloom, that Autumn shade. Has no equal. **Each 15c. \$1.50 doz.**

AMERICA—A beautiful shell pink, an old standard florist's pink, healthy, a sure bloomer. **Each 4c. 40c doz.**

BARON J. HULOT—Deep purple blue, a sensational shade, flower medium size, fine with soft yellows. **Each 10c. \$1.00 doz.**

CHRIS—Very dark purple maroon, full satin dress, very large bloom. Visitors wild over this in our field. Please do not fail to get this. **Each 10c. \$1.00 doz.**

CONSPICUOUS—The pansy Glad., soft blue, dark purple throat with yellow blotch, very odd. **Each 8c. 75c doz.**

CRACKERJACK—Dark maroon; silver throat, a good old standard, vigorous, sure to bloom. **Each 4c. 40c doz.**

CHICAGO WHITE—An excellent early satin white, fair size, lavender line on lower petal. **Each 4c. 40c doz.**

EVELYN KIRTLAND—Rosy pink, satin face, darker at edges, shell pink center, a grand flower, none more beautiful. **20c each. \$1.50 doz.**

EARLY SNOWFLAKE—An orchid white, faint mottled, pink throat marking, looks like a giant lily, bloom 6 inches, height 5 ft. Blooms early, very good substance. **Each 35c. \$2.50 doz.**

FRANK J. SYMMES—A coral giant, spike 5 to 6 ft. high, bloom spike, often has 15 beautiful ruffled blooms open at one time; has red center. **Only 25c each. \$2.00 doz.**

FLORA—Deep canary yellow, a colossal giant, a stately queen, straight up, on good behavior, does not burn. Never a lady passed this without wildest exclamations. Not even Golden Measure drew the attention as did Flora. Nut ced. Each 20c. \$2.00 doz.

GOLDEN MEASURE—Lord of the yellows, deep and clear, very large, full command. Each 75c. Dozen, \$7.00.

GOLDEN KING—A most interesting, tall yellow, waxen-like, crimson splash in throat. Wide open bloom. Each 8c. 90c doz.

GLORY OF HOLLAND—Very fine old standard white. Each 8c. 75c doz.

GEORGE PAUL—Beautiful wine red cerise cast, bell shaped bloom, early bloomer, fine cut flower variety. Only 8c each. 75c doz.

GRETTCHEN ZANG—An early pink, with deeper markings on lower petals. 10c each. \$1.00 doz.

HALLEY—One of the world's greatest salmon pinks. Our first wholesale order this season called for 75,000, a florist's favorite, bloom 4 inches, pure salmon with cream splash in throat with crimson lines. Only 5c each. 50c doz. \$3.00 hundred.

HERADA—Pure mauve (dark lavender cast) markings in throat. 20c each. \$2.00 doz.

INDEPENDENCE—A tall coral pink, darker throat, very fine under artificial light. Each 4c. 40c doz. \$2.50 per hundred.

JUNE DELIGHT—(Kunderd, an extra early bright scarlet, good size, dark velvet marking in throat, a darling red. Now only 10c each. \$1.00 doz.

LE MARECHAL FOCH—An extra early bright pink, bloom 6 inches, stout spike, largest Gladiolus in the world, on top of the throne. 12c each. \$1.25 doz.

L. IMMACULEE WHITE—The tallest white, pure, curly petals, mighty handsome, first to bloom, many open, strong substance. **Each 10c. \$1.00 doz.**

MRS. DOCTOR NORTON—A queen in her class, apple blossom pink, shell tint on outer edge, cream and canary on lower petals with dainty throat markings. **Each 25c. \$2.00 doz.**

MRS. FRANK PENDLETON—Just the sweetest glad in all the whole world, tall straight spike, hardy grower, blooms freely, many open. Blooms are a combination of the apple blossom and the rose, crimson blotch in throat blending to flesh tint. Many awards at flower shows, buy freely of this. **Each 10c. \$1.00 doz.**

MYRTLE—The arbutus, very dainty tints, fascinating, hard to resist, splashed with red and rose tints, medium size. **Each 10c. \$1.00 doz.**

MRS. WATT—A dazzling queen of rare beauty, a brilliant combination of wine color tinted with American rose cast, very clear, opens fine. **Only 8c each. \$.75 doz.**

MRS. FRANCIS KING—Giant orange scarlet, many blooms open at one time, hardy and a sure bloomer, a fine cut flower variety, often 4 to 5 feet tall, blooms 5 inches. **Only 5c each. 40c doz.**

NIAGARA—Of all the different kinds of yellows named this seems to be in a class her own, a beautiful soft cream with some rose tints artistically arranged with its curled edges makes her a sort of transparent beauty, without doubt the sweetest of the color. **Each 10c. \$1.00 doz.**

PANAMA—An old standard Gladiolus of much merit, a shell pink rose tint, very large bloom, 5 inches, tall spike. **Each 6c. 60c doz.**

PEACE—One of the largest whites in existence, with rose throat markings, mingled with faint lilac. **Each 8c. 75c doz.**

PRINCE OF WALES—The Sunset King, ladies could not leave this in our field, a striking salmon orange, a real table decorator. **Each 15c. \$1.25 doz.**

PRINCEPS—A fine scarlet orange of immense size, yellow throat. **Each 8c. 75c doz.**

PINK BEAUTY—Lilac rose shade, scarlet throat marking, exceeding early, medium size. **Each 5c. Dozen, 50c. Hundred \$3.00.**

PRIDE OF GOSHEN—A giant Kunderd's glory of a salmon flesh pink, large bloom, waved petals. **Each 10c. \$1.00 doz.**

SCHWABEN—This is a great big sulphur yellow from Germany, blending into cream with carmine throat marking, a wonderful flower. **Only 10c each. \$1.00 doz.**

VELVET KING—A wonderful light velvety red with darker throat marking. **Each 6c. 50c doz.**

WAR—The last step in a clear giant scarlet, 4 to 5 feet tall, blooms 4 to 5 inches, straight spike. **Each 10c. \$1.00 doz.**

WHITE GIANT—After seeing all the different whites we had to conclude it was the finest of all. It fully resembles the Easter lily, 6 inches across, pure. **Each 20c. \$2.00 doz.**

YELLOW HAMMER—With exception of Schwaben and Flora, Yellow Hammer is the finest every day yellow. Good size. **Each 8c. 75c doz.**

OUR BARGAIN PAGE

Next Our Hollywood Special Mixture

Not grown as a mixture but one of each good kinds selected from already described stock by us, 25 in number, pre-paid to you. All different colors, good kinds, very popular. All for \$1.00.

∞∞

Special Bargains in Color Combination

For the especial benefit of those who already have some Gladioli but not having the colors most desired, we offer Color Bargains as below in combinations—No. A—No. B—No. C, etc. Please in ordering these order combinations, just say: "Send me order No. A or No. C, etc.," and then no mistakes can occur. All will come named, each kind in separate package.

BARGAIN OFFER NO. A—25 bulbs made up of all Giant Reds. Wine shades, scarlet, oranges, and cerise. \$2.50 value. **Only \$1.50 prepaid.**

BARGAIN OFFER NO. B—25 bulbs made up of all whites, finest kinds, each named in separate package. \$2.50 value. **Only \$1.50 prepaid.**

BARGAIN OFFER NO. C—25 bulbs made up by us of all yellows and creams including some of late giant kinds. Value \$4.00. **Now \$2.00 prepaid.**

BARGAIN OFFER NO. D—25 bulbs of finest pinks of shell, flesh, lavender, and salmon tints. Value \$2.00. **Now \$1.00 prepaid.**

BARGAIN OFFER NO. E—25 bulbs of orange, salmon, sunset, scarlet shades. This is mighty choice. Value \$4.50. **Now only \$2.50.**

ROCKLAND HEIGHTS PREMIUM COLLECTION NO. F—5 choice reds, wines, scarlets and cerise; 5 choice whites; 5 choice yellows, creams; 5 choice pinks, shell, flesh, salmon; 5 choice orange, salmon, sunset, scarlet, orange. value \$4.00. **Now only \$2.50 prepaid.**

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Thank you. This concludes our offerings for Fall of 1923 and Spring of 1924—more new ones next season.

CULTURE OF THE GLADIOLUS

The culture of the Gladiolus is so simple as to render it the most satisfactory of garden flowers, thriving and blooming freely with the least care or attention, and making a display which for beauty of bloom and brilliancy of colorings and shades is unequalled by any other flower, and also remains fresh the longest period when cut.

Do Not Plant in shade of trees or buildings and do not allow fresh manure to come in contact with bulbs, but first work well rotted manure into the soil, then when danger of frost is past plant where exposed to the sun the whole day long, in rows 3 to 6 inches apart, 3 to 4 inches deep. In the row leave plenty room to work. When the plants are 6 inches to one foot tall sprinkle freely on top of soil commercial hydrated lime. In all our experiences it has proven a winner, holding the moisture, giving rich coloring to both foliage and bloom. The most essential thing then is frequent shallow cultivation and more cultivation.



To Cut Bloom

When cutting bloom so not to destroy the bulb at least leave four leaves on spike and better 5 or 6. This will allow the bulb to mature properly.



When To Dig Bulbs

Any time after frost or at longest not later than October, lift them up with a potato fork carefully, cut off tops three-fourths inch above bulbs; leave them in a shallow tray to dry in open air preferably. Do not allow them to freeze. Store them in a root cellar in shallow trays as near 40 degrees as possible. Keep away from furnace rooms as they are too warm and dry.



About Cormels or So Called Bulblets

For the benefit of those who would like more flowers at a lower cost and willing to grow them we give details on following page of "How to Germinate and Grow Bulblets."

To Germinate Bulblets

The bulblets or cormels that produce bulbs grow at the base of the large bulb and always come true to parent bulb. These are small and to germinate them two weeks before planting time, place them in a glass can, pour lukewarm water over them (be sure it is not too warm). Allow them to stand in water 24 hours; pour off, leaving them damp. Allow them to stand in diffused light, shaking them gently each day until sprouts appear one-fourth inch long. Plant them in rows so bulblets are about one inch apart. Cover about two inches deep with sandy loam that will not bake. Not many bloom first year. Take up in fall same as bulbs.



About Watering the Gladiolus

WARNING—Do not try to cultivate the Gladiolus by setting your water hose to work while you read some favorite book, for in so doing you destroy the real value of the spike and bloom. While the Gladiolus needs some good moisture they must not be water logged, which rusts the spike and weakens the bloom. Let the water once in while run slowly over the ground, keeping tops dry, then cultivate often thereafter. Your water supply must be moderate.



What We Call a Bulb

Anything from one inch to 2 1-2 inches in diameter. The one inch youthful bulb will produce largest and finest of bloom. However our stock varies from one inch up.



We Have No Diseased Bulbs

All clean, bright stock and as true to name as human hands can render. We assume no responsibility beyond refunding the purchase price in case of being untrue. We make very few mistakes.

In Conclusion



Having read the descriptions of the various kinds of Gladiolus we grow and offer for sale, in each—dozen—and various combination collections as described—in collections A. B. C. D. E. F. etc., mail the same to us, together with your remittance, either check, money order, or draft. Stamps not accepted only on small orders of 25c or less.

Then upon receipt of your order we enter the same on our order book, and you will in your regular turn receive by parcel post prepaid your bulbs neatly packed which in many cases is within same day received.

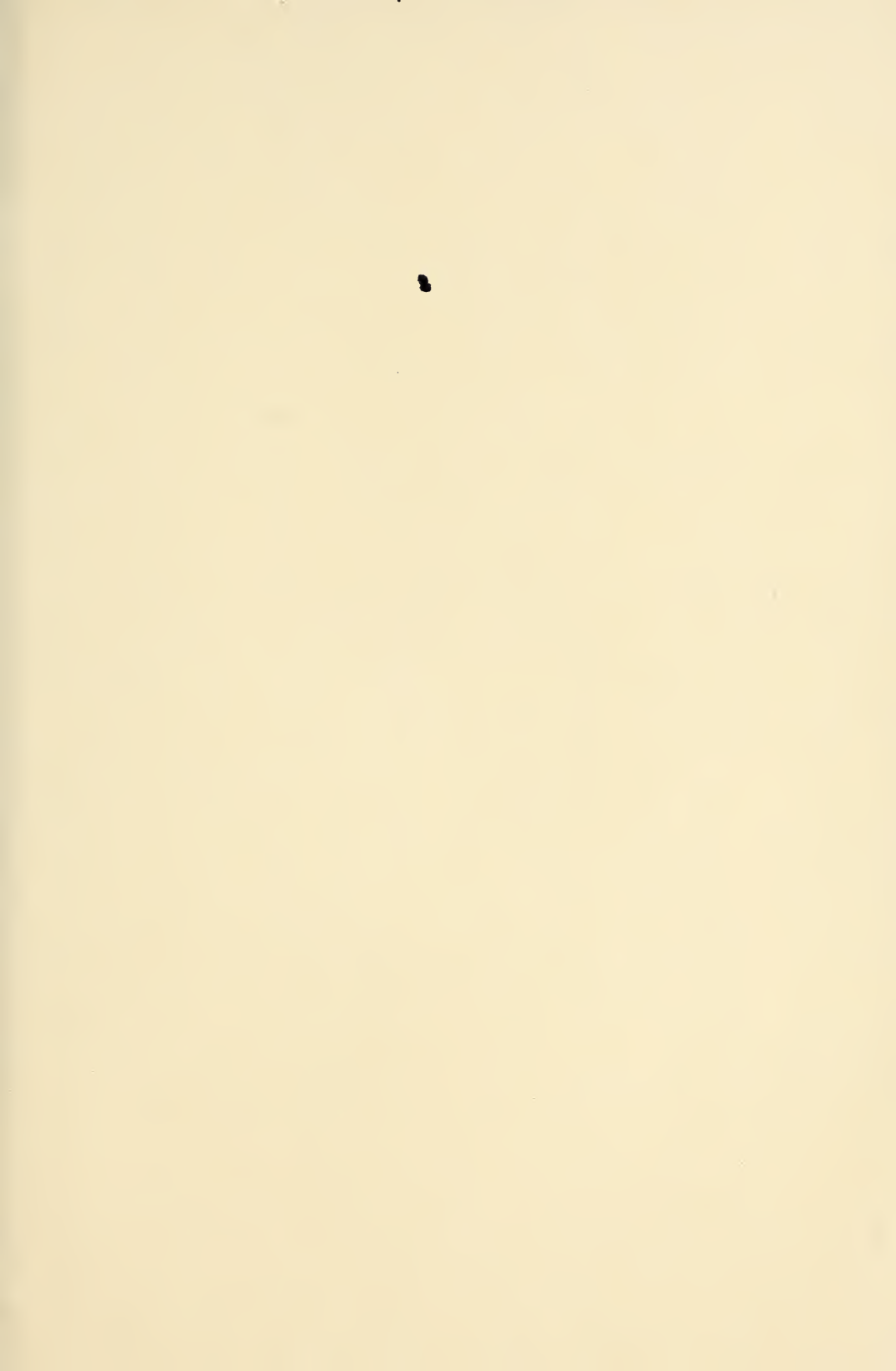


Thank You

"They are good Bulbs if they come from here"

The Rockland Heights Bulb Farms
Hillsdale, Mich.





GLADIOLUS BEAUTIFUL

THE CROWNING SPLENDOR OF THE FLORAL WORLD



PEACE AND INDEPENDENCE — A HAPPY PAIR

MR. AND MRS. ERWIN D. CARY, Gladiolus Specialists
Wholesale ROCKLAND HEIGHTS BULB FARMS. Retail
Hillsdale, Michigan